International Journal of Asian Social Science

BUSINESS PERSPECTIVE BRAND TRACKING OF TOYOTA COROLLA CASE STUDY FOR PAKISTAN

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ABSTRACT

The purpose of this study was to track brand health of Toyota Corolla in Karachi. The research will study the brand awareness of Toyota Corolla in Karachi and the further it will explore the new dimensions of salient features that Toyota Motors introduced. The findings of our research are as following:

There exists a lot of potential in the market for automobiles and Toyota occupies a key position in the industry. We conducted an exploratory research and performed interviews and surveys in Karachi. Our respondent base was 300 people of who were the owners and drivers of Toyota Corolla and other competitor brand of same capacity. We got a positive feedback about the image and brand equity of Toyota Corolla. Based on our questionnaire, about 80% of the respondents claimed that they are aware of Toyota Corolla brand.

The conclusions that we make from our findings are that the GLI model is the most luxurious model that respondent perceived from its use. The general preference of the respondents regarding cars is "neutral". We also got positive results regarding brand recall from the open ended question regarding the tag lines and Toyota logo.

The only variant of Toyota model ie Toyota Corolla Diesel or 2.OD Saloon, majority of respondent claimed the awareness of diesel model car. Our research was of high qualitative nature. We provided a much valuable insight with our research analysis that we were endowed with and that has proved to be a very healthy activity for our acumen and has added value to our experience.

Keywords: Automobiles, Auto industry, Cars, Toyota, Corolla model

INTRODUCTION

Background

Toyota Motor Corporation, sole manufacturer of Toyota's wide range of vehicles, is engaged in the design, assembly and sale of passenger cars, recreational and sport-utility vehicles (SUVs), minivans, trucks and related parts and accessories in Pakistan.

Our research is about the brand perception specifically of Toyota Corolla in Karachi. For this purpose, we did a thorough exploratory research and identified many different perceptions of our strata. The objectives of this research are to measure Awareness, Usage and Perception of residents of Karachi so that we can gain a market position of our Toyota Corolla brand and also we can identify future improvement areas in the manufacturing of Toyota Corolla.

Problem Identified and Studied

To help Toyota Motors Corporation in their strong competition for the range of 1300cc to 2000cc passenger cars, a research survey is conducted to measure the brand health of Toyota Corolla so that they may know where Toyota brand is standing currently and what are major areas of opportunity in order to make the brand equity more stronger? What customers think about Toyota brand, what are strengths and weaknesses? So the study will be revolving around these aspects.

Report Presentation Flow

Research Objectives

Brand tracking helps marketers to observe the health of the brand and provide insights into the effectiveness of marketing programs that are to be implemented. Many companies track their brand to have a clear understanding of their brand market position, room for improvement and most importantly to measure the awareness. In this study we had identified three main criteria to observe our brand Toyota Corolla in Karachi. These criteria became our research objectives for brand tracking study.

Our research objectives are as follows:

- **Awareness:** both **recall and recognition measures should be collected**
- **Usage:** this can be measured through **frequency of usage and Loyalty**
- **Brand Attitudes and Perceptions:** Product and non-product associations, as well as those related to price and value are important sources of brand equity and should be part of brand tracking studies

We know that each brand has different issues, which often required customized tracking surveys. Thus for measurement of brad health and to get a relevant insight from respondents it was observed that measurement of **awareness, usage, brand attitudes and perceptions** in brand tracking studies is recommended (Michaela, 2010) .It is believed that brand tracking studies usually involve collecting quantitative data from consumers on a regular basis, usually on 6 months to 12 months. A proposed way is to continuously gather information, which allows marketers to control for unusual marketing activities, in the analysis, and provide a more representative picture of how the brand stands in consumers' mind and against competitors. But it is believed that brand tracking may not be feasible due to budget and resources constraints, and there are other ways to do it (monthly, quarterly, annually, etc.) that can be equally effective (Michaela, 2010).

LITERATURE REVIEW

The brand tracking study for Toyota Corolla is important for the organization to know its brands market position. This would help marketers to design their future branding and marketing strategies to gain market share with its innovation and brand loyalty. There are several studies conducted in which the comparative nature of brand tracking studies, that proved brand tracking measures tend to stay the same over time. In our case in which we tend to study market perception about Toyota Corolla, which measure awareness, usage and brand perception so the marketing insights could be gathered.

Research Methodology

- The objectives of this survey were achieved through distributing questionnaire in various parts of Karachi city.

- The respondents were selected according to the strata assigned for each, ie Owners of Toyota corolla, Drivers of Toyota Corolla, Owners of other brand and drivers of other brand in Karachi

Target Respondents
- Males/ Females
- 25 years and above
- Owners/ Decision makers of Car plus Drivers

Geographic coverage
- Karachi

Research Design

We have conducted the exploratory research through a comprehensive literature review and questionnaire survey with the owners and decision makers plus the drivers that may influence the perception of car's brands. These explorations had pointed us in the right direction for further research. The questionnaire helped us to understand the brand perception of Toyota Corolla in Karachi, whereas through the literature review, we gained a detailed view into the workings of the industry in the international markets, and their drive to achieve sustainable competitive advantage.

Our research encompasses both primary and secondary research, whereas the focus is mainly on primary research. The primary research focuses on the main aspects of defining a marketing and operational strategy. Our approach to the primary research was through surveys. The surveys were conducted via distributing questionnaire to designated areas according to our stratified sample size. Beside this we also send questionnaire through e-mails and some personal visits. The surveys focused on Owner, Driver of both Corolla and non Corolla users. We also conducted in-depth interviews with the people connected to this service. These people were industry experts who are

currently/or were in the past connected to this industry. The sampling methodology for the in-depth interviews is given later in the text.

Target Population

The target population comprised of all car owners in the range of 1300 cc to 2000 cc

Sampling Technique

A probability sampling technique was used, i.e. Stratification – where the sample units were selected on the basis of decision makers and users. Stratified sampling having strata of Drivers and Owners of Corolla plus Drivers and Owners of non Corolla/equivalent brands' users

Data Analysis Methodology

For the data analysis standard editing and coding procedures were used. The questionnaire were collected and fully recorded (where permission was granted). For the data analysis of the survey, the software of choice was the SPSS. After the results had been properly attained and recorded, we drew the required deductions and conclusions.

Fieldwork

Our research was almost entirely of the primary type. Therefore it required a lot of fieldwork. We visited the corporate professionals, Car owners, Airport to get perception of drivers, and randomly selected other brand owners.

Sampling Methodology

Sampling methodology was simple and we selected sample size of 300, diving each strata in equal respondents i.e of 75 each. This helped us in getting results equally.

RESULTS OF DATA ANALYSIS

BRAND TRACKING: Measurement of Awareness, Usage and Perception
- **Awareness:** both **recall and recognition measures should be collected**
- **Usage:** this can be measured through **frequency of usage and Loyalty**
- **Brand Attitudes and Perceptions:** Product and non-product associations, as well as those related to price and value are important sources of brand equity and should be part of brand tracking studies
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FINDINGS AND ANALYSIS: Awareness, Usage and Perception of
- Toyota Owner
- Professional Driver
- Owner Other Brand
- Professional Driver Other Brand

Findings

Data was equally distributed

Which one the following best fit you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owner – Toyota Corolla	75	25.3	25.3	25.3
	Professional Driver – Toyota Corolla	74	24.9	25.0	50.3
	Owner – Other Brand Please specify	75	25.3	25.3	75.7
	Professional Driver – Other Brand, Please specify	72	24.2	24.3	100.0
	Total	296	99.7	100.0	
Missing	System	1	.3		
Total		297	100.0		

Looking at the LOGO approx 80% of people showed that they are aware of brand

Toyota

What comes in your mind when you see this logo?

	Frequency	Percent	Valid Percent	Cumulative Percent
	1	.3	.3	.3
boring car	1	.3	.3	.7
brand of luxury	1	.3	.3	1.0
brand Toyota	10	3.4	3.4	4.4
car	1	.3	.3	4.7
comfort	4	1.3	1.3	6.1
comfort level and Toyota	12	4.0	4.0	10.1
comfortable	6	2.0	2.0	12.1
competitor	1	.3	.3	12.5
corolla	18	6.1	6.1	18.5
diesel	3	1.0	1.0	19.5
diesel corolla	6	2.0	2.0	21.5
don't know	7	2.4	2.4	23.9
luxury	20	6.7	6.7	30.6
Nissan	1	.3	.3	31.0
no response	11	3.7	3.7	34.7
reliability	3	1.0	1.0	35.7
reliable, drivable classy	3	1.0	1.0	36.7
safety	11	3.7	3.7	40.4
safety car	1	.3	.3	40.7
style image reliability and comfort	1	.3	.3	41.1
Toyota	152	51.2	51.2	92.3
Toyota brand	10	3.4	3.4	95.6

Toyota class style combined with sophistication	1	.3	.3	96.0
Toyota corolla	6	2.0	2.0	98.0
Toyota model	1	.3	.3	98.3
trust	1	.3	.3	98.7
trust and reliability	3	1.0	1.0	99.7
very nice logo	1	.3	.3	100.0
Total	297	100.0	100.0	

What comes in your mind when you see this logo?
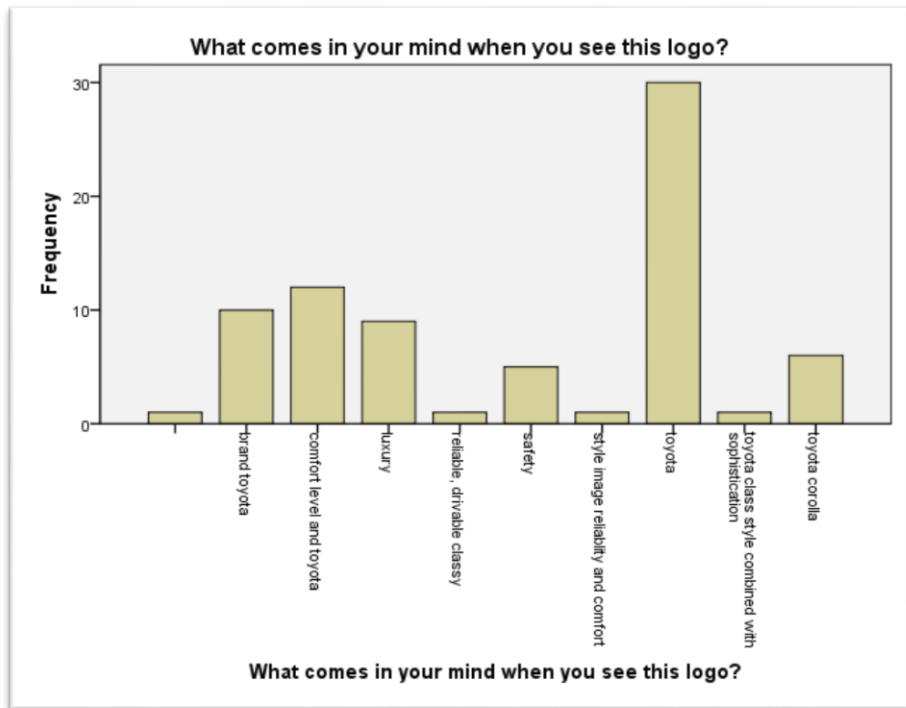
Brand Usage : People prefer to use Toyota Corolla

How would you consider yourself to be best fit from the following categories, Consider it for future use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	170	57.2	57.4	57.4
	no	126	42.4	42.6	100.0
	Total	296	99.7	100.0	
Missing	System	1	.3		

Brand Persona: People believe that it's a mature brand

Imagine Toyota Corolla as a person and answer the following questions, a) How old it seems

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newly born	27	9.1	13.1	13.1
	Young	18	6.1	8.7	21.8
	Adult	66	22.2	32.0	53.9
	Mature	95	32.0	46.1	100.0
	Total	206	69.4	100.0	
Missing	System	91	30.6		

Value for Money: People are satisfied for what they had paid for

How would you evaluate Toyota Corolla for the following features? Value for Money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	59	19.9	22.8	22.8
	Good	103	34.7	39.8	62.5
	Normal	94	31.6	36.3	98.8
	Poor	3	1.0	1.2	100.0
	Total	259	87.2	100.0	
Missing	System	38	12.8		

Off Road : People have perception of off road for this vehicle

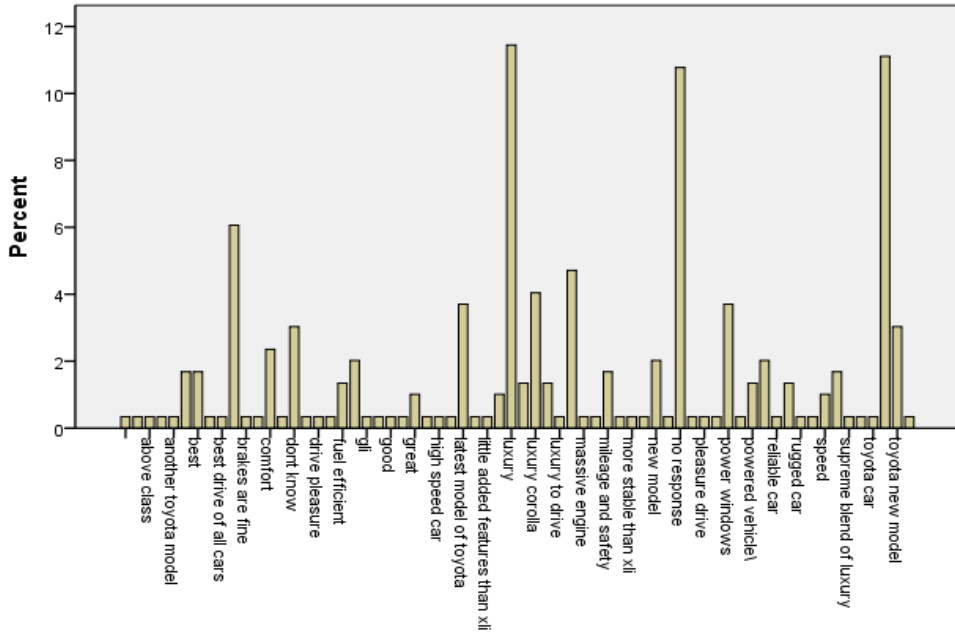**How would you evaluate Toyota Corolla for the following features? Off-road Performance**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	54	18.2	22.7	22.7
	Good	153	51.5	64.3	87.0
	Normal	30	10.1	12.6	99.6
	Poor	1	.3	.4	100.0
	Total	238	80.1	100.0	
Missing	System	59	19.9		

They believe it's a luxurious car

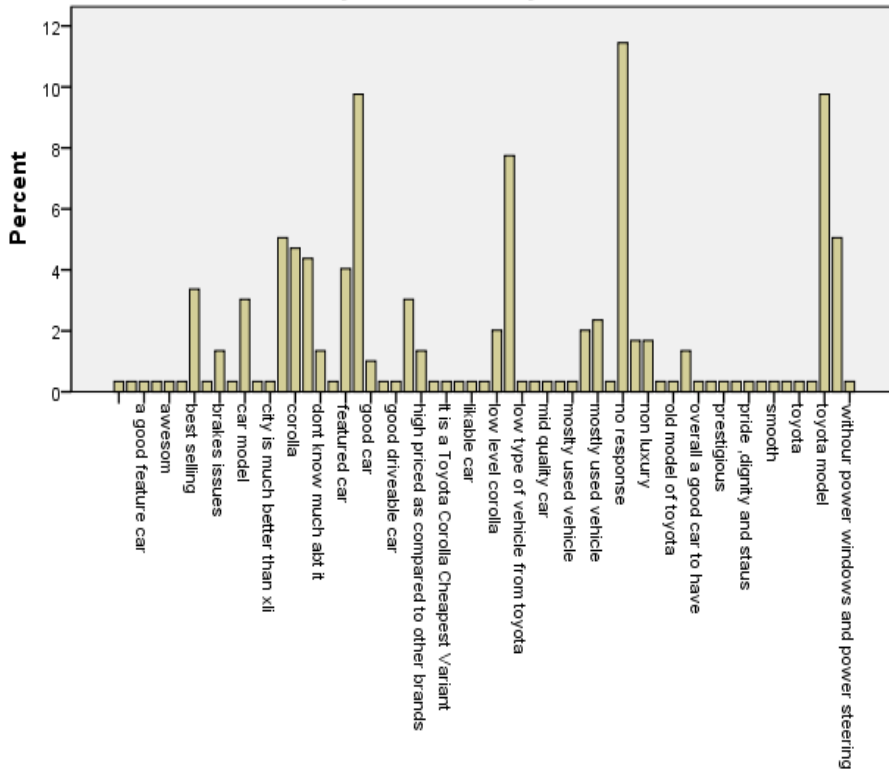**How would you evaluate Toyota Corolla for the following features? Luxury**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	96	32.3	38.6	38.6
	Good	127	42.8	51.0	89.6
	Normal	19	6.4	7.6	97.2
	Poor	5	1.7	2.0	99.2
	Very Poor	2	.7	.8	100.0
	Total	249	83.8	100.0	
Missing	System	48	16.2		

What comes in your mind when you hear word Gli

CONCLUSION

From this research we concluded that the Brand Value in the mind of consumers for the Toyota Corolla is mainly based on the Brand awareness and the loyalty. Brand plays a vital role for creating the brand image in the local industry. There are a high number of consumers that are satisfied for what they had paid for by using Corolla as their vehicle and will use it in future. Moreover as far as the perception of drivers and owners of other brand concerns, marketer need to emphasize more the needs and demands of those customer so that retention rate for the Corolla users may increase.

REFERENCES

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